TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 ETAS ID: TM564921

Stylesheet Version v1.2

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
KELLYSHAY, LLC		02/22/2020	Limited Liability Company: VERMONT

RECEIVING PARTY DATA

Name:	Kelly Pioneer Group, LLC	
Street Address:	601 Pennsylvania Ave., N.W.	
Internal Address:	South Building, 9th Floor	
City:	Washington	
State/Country:	D.C.	
Postal Code:	20004	
Entity Type:	Limited Liability Company: D.C.	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	5307974	MAD MILK

CORRESPONDENCE DATA

Fax Number: 2022937860

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 202-293-7060 Email: tm@sughrue.com

Correspondent Name: Stephanie K. Wade; Sughrue Mion, Pllc Address Line 1: 2000 Pennsylvania Ave., NW; Suite 900

Address Line 4: Washington, D.C. 20006

ATTORNEY DOCKET NUMBER:	D3832491-SKW
NAME OF SUBMITTER:	Stephanie K. Wade
SIGNATURE:	/StephanieKWade/
DATE SIGNED:	03/03/2020

Total Attachments: 1

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TRADEMARK REEL: 006880 FRAME: 0550

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ASSIGNMENT

WHEREAS, KELLYSHAY, LLC, a Vermont limited liability company having is principal place of business at 135 Leroy Avenue, Darien, Connecticut 06820 (percinafter "ASSIGNOR"), has adopted and used the mark MAD MILK for milk and flavored milk (hereinafter "Mark") and is the owner of Registration No. 5,307,974 of the Mark which issued on October 10, 2017 as shown by the records in the United States Latent and Trademark Office (hereinafter "Registration"); and

WHEREAS, Kelly Pioneer Group, LLC, a District of Columbia limited liability company having its principal place of business at 601 Pennsylvania Avenue, N.W., South Building, 9th Floor, Washington, D.C. 20004 acting on behalf of an undisclosed principal (hereinafter "ASSIGNEE") is desirous of acquiring all rights, title and interest of ASSIGNOR in and to, and to the use of, said Mark and the goodwill symbolized thereby.

NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, ASSIGNOR does hereby sell, assign, transfer, and convey to ASSIGNEE all rights, title and interest in and to, and to the use of said Mark, together with the goodwill symbolized thereby, said Registration, and the right to recover damages for any past infringement of said Mark.

KELLYSHAY/LLC

Bv:

Name:

STATE OF CANACYTERS)

COUNTY OF FOR LACY

Subscribed and sworn to before me this Quay of February, 2020.

Notary Public

My Commission Expires:

[SEAL]

03-02491, Acagement KELEYSHAY, ELG. In Kerky Propert Group, LLG,00G.
Assignment



JULIA LONGLEY NOTARY PUBLIC STATE OF CONNECTICUT MY COMM. EXP 08/31/2020

TRADEMARK REEL: 006880 FRAME: 0551

RECORDED: 03/03/2020